



**U.S. GOVERNMENT PRINTING OFFICE
MERIT PROMOTION
VACANCY ANNOUNCEMENT**

ANNOUNCEMENT NUMBER: 03-219
POSITION: Director of Employee Communications
SERIES/GRADE: PG-0301-15
SALARY RANGE: \$95,987 - \$124,783
ISSUE DATE: 11/10/03
CLOSING DATE: 12/02/03
NUMBER OF VACANCIES: One
ORGANIZATION: Office of the Chief Human Capital Officer
Office of Employee Communications
GEOGRAPHIC LOCATION: Washington, DC
PROMOTION POTENTIAL: None
DURATION OF APPOINTMENT: Permanent
TOUR OF DUTY: Shift 1
OPM NOTICE OF RESULTS REQUIRED: No
CIVIL SERVICE STATUS REQUIRED: No
AREA OF CONSIDERATION: All Sources

SUMMARY OF DUTIES/RESPONSIBILITIES:

The incumbent directs the Employee Communications Program and implements the Agency-wide Communications Strategic Plan. The individual will work closely with GPO's Chief Human Capital Officer and the Management Council to clearly communicate the Agency's new business direction to employees, supervisors, customers, and stakeholders. Responsibilities include developing, managing and implementing organization-wide employee communications program. Develop communications processes that foster two-way dialogue between management and employees. Creates coalitions that understand the organization's vision. Builds bridges between employees, management, union officials and customers in an effort to help these groups understand how GPO employees contribute to the organization's bottom line. Develops a consolidated, strategic approach to employee communications in consultation with the Chief Human Capital Officer, GPO's Management Council, and the Directors of Congressional and Public Relations. Provides coaching, feedback and role modeling support to develop management communication skills. Advocates the role and importance of both employees and management through the development of Communications Advisory Groups, Communication Coordinators, and employee programs that support two-way relationship communications. Plans motivation events and activities to communicate the organization's vision, values and mission. Manages a small communications staff.

QUALIFICATIONS: Applicants must possess 52 weeks of specialized experience equivalent to the next lower grade. Specialized experience is experience that has equipped the applicant with the particular knowledge, skills, and abilities to perform successfully the duties of the position, and that is typically in or related to the work of the position. Completion of a baccalaureate degree or higher level degree in communications, journalism, public relations or related field is desirable.

Note: Applications will be accepted from status and non-status candidates. Status candidates who wish to be considered under both merit promotion and competitive procedures must submit two (2) complete applications. When one (1) application is received, it will be considered under merit promotion procedures only.

RANKING FACTORS: *(Applicants who meet the above qualification requirements will be rated on the basis of relevant experience, education, training, supervisory appraisal, job-related awards, and the factors listed below. Applicants should be specific in documenting these areas in their application materials.)*

1. Knowledge of and demonstrated experience in communications, media, and issues management.
2. Ability to develop and maintain a comprehensive employee communications program for a large organization.
3. Skill in oral communications with emphasis on public speaking.

4. Ability to write articles, brochures, collateral material and newsletters on a wide variety of subjects using original or innovative techniques or styles.
5. Ability to make effective and persuasive presentations on controversial or complex topics to senior management, department heads, labor leaders, and employees.

ALL APPLICANTS MUST INCLUDE THE FOLLOWING:

Applicants may submit an *Optional Form 612, "Optional Application for Federal Employment" (or SF-171), or a resume. If a resume is submitted, it must contain all pertinent data in the OF-612.*

Current and former Federal employees must submit copies of their latest annual performance rating and SF-50 as proof of status or reinstatement eligibility. Veterans who are preference eligibles or who have been separated from the armed forces under honorable conditions after 3 years or more of continuous active service may apply. When one application is received, it will be considered under the federal merit promotion procedures. Applicants eligible under the **Veterans Readjustment Act (VRA)** will also be considered, if this position is being announced at the grade PG-11 level and below. Veterans must submit a copy of their DD-214, "Certificate of Release or Discharge from Active Duty"; if claiming 10-point veterans' preference, submit a SF-15, "Application for 10-Point Veterans' Preference," plus the proof required by that form. Applicants seeking Excepted Appointments based on disabilities must provide certification from a State or District of Columbia rehabilitation counselor indicating that they meet the requirements for and are eligible for an Excepted Appointment based on a physical or mental disability.

Selectees must successfully pass a drug test before appointment.

GPO MAY PAY RELOCATION COSTS.

OTHER ESSENTIAL INFORMATION:

Applicants must:

- include the vacancy announcement number and position title on their application.
- describe their duties and responsibilities in their own words; position descriptions may not be submitted.
- meet time-in-grade and qualification requirements by the closing date of this announcement.
- submit a GPO Form 2566, "Report of Merit Promotion Action," if they wish to obtain a report on the status of their application.
- submit applications and required forms postmarked no later than the closing date of this announcement.
- provide the title and length of related courses. For college classes include the number of credit hours (not required if a degree has been earned).
- be a United States citizen or national (e.g. resident of American Samoa).
- include their Social Security Number on their application.

SUBMIT APPLICATION(S) TO:

Unit 1

U.S. Government Printing Office
Employment Branch, Room C106, Stop: PSE
732 North Capitol Street, NW
Washington, DC 20401
FAX (202)512-1292

FOR ADDITIONAL INFORMATION CALL:

(202)512-1590
TDD (202)512-1519

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THIS AGENCY PROVIDES REASONABLE ACCOMMODATIONS TO APPLICANTS WITH DISABILITIES